

New Fall STYLES

The store that shows the new things first invites you to an advance showing of the new fall styles in women's and misses' suits and coats.

We mean to bring the M & K unusual qualities and unusual styles in reach of every purse and for that reason present to you at the gateway of Autumn these most unusual values.

Unusual values in women's suits

New fall suits for women and misses, both fully represented in model after model carried out with highest skill, sounding every distinctive tailored note of the season. Coats are a trifle longer; skirts show many new ideas, the most striking the panel front and apron back. Newest in materials are the rough-faced and two-tone cloths; next in turn, Scotch cheviot, tweeds, basket weaves and diagonals. Newest in color tones are the Coronation shades of purple and blue. Poiret green, Havana and cinnamon brown, new grays and tans. See them all. Welcome.

\$20 values at . . . \$15	\$25 values at . . . \$19.95
\$29.50 values at . . \$25	\$35 values at . . . \$29.50
\$39.50 values at . . \$35	\$45 values at . . . \$39.50

We call special attention to the autumn fashions for young girls—styles designed particularly for girls who go away to boarding school and college and must plan their wardrobes now. The suits show the new materials, modish styles, girlish as well as fashionably correct. Unusual values at \$15, \$19.95, \$25 and \$29.50.

Unusual values in women's coats

Every woman should be sure to see our magnificent assemblage of women's and misses' coats, beautiful displays that meet every requirement of style utility and price. The new "Reversible" coat in double-faced and two-tone cloths the east is wild about them; the new chevots, plaid back and diagonal coats—all these the M. & K. coat store will show you—unusual styles and unusual values.

\$12.50 values at . . \$10	\$25 values at . . \$19.95
\$15 values at . . \$12.95	\$39.50 values at . . \$35
\$20 values at . . \$17.50	\$45 values at . . \$39.50

The new models in coats for misses and girls between 14 and 18 bring to you the newest New York styles showing many novel ideas taken from the Paris fashions. In these we are giving you very unusual values for we are taking this method to build up a big business in our new store.

In the M & K Store for Girls

Newest, freshest and most fascinating in coats for every girl from tiny maid to budding debutante, who look to us for the fashions for girlhood. For girls of every age, there are coats in the new rough cloths, chevots, kerseys and diagonals as well as the comfort giving caraculs. Every girl has her heart set on a coat—one of our Skolny styles will please both the girls and their mothers.

M&K

Head-to-Foot Outfitters
For Man, Woman & Child

ROCK ISLAND, ILL.